



Ski School Is Now In Session!

## New Kiosks Make Utah Debut

Travelers at Utah's state welcome centers now have a new tool to access visitor activities, hotels & restaurants, travel information and browse the web or check email. UOT has purchased five test units, currently featured at the Echo, Brigham and Thompson Welcome Centers, the Salt Palace and UOT headquarters at Council Hall. The touch-pad info stations incorporate two screens, one for web content and the other playing a loop of UOT-produced video media, as well as partner advertising.

see KIOSKS, page 2 >>



## From The Managing Director

This issue reflects all of the efforts of the Utah Office of Tourism staff and partners, and shows what a busy time it is for tourism organizations in Utah. This \$6.2 billion state industry has taken per household tax relief from \$494 in 2005 to \$708 in 2007! The ad dollars we receive through the Tourism Marketing Performance Fund are working.

To quote from a recent Travel Industry Association report: "Imagine for a moment that tourism did not exist in your

town. Imagine that hotels were gone, restaurants were closed, theme parks were gone, ...and the spirit that they brought to the people evaporated. When you consider all the factors, ...travel and tourism [benefits] a destination's residents; and ...it's the front door for economic development."

Thanks for your continued efforts and support in promoting community and economic development through tourism!

Leigh von der Esch

## Utah Ads To Air This Spring

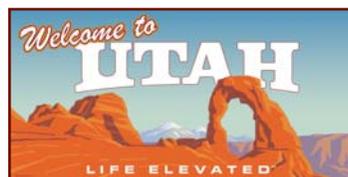
If you live in Los Angeles, Denver or Phoenix, and you're a regular watcher of Fox's "American Idol" or "House", CBS's "Two-and-a-half MEN" or NBC's "TODAY" show; chances are you'll see an ad promoting Utah this spring.

The Utah Board of Tourism Development recently approved, and UOT purchased, \$3.2 million worth of regional and national cable television, magazine and online space leveraging Utah high definition video imagery.

see AIRWAYS, page 3 >>

## Utah "Welcomes" Motorists With New Signs for '08

Feature eight regionally-unique images



Regional artist David Meikle, in conjunction with UOT staff and Struck Design, have created seven illustrations

For going on 10 years now, motorists entering Utah could see firsthand the pride we all felt in hosting the Olympic Winter Games. With 29 "Welcome to Utah" freeway/hwy signs dotting the state, they are literally Utah's first impression for the 14 million out-of-state motorists who drive into Utah each year. Now, six years after hosting an incredible games, it is time to look ahead to the messaging that will represent the state for the next 10 years.

In a 2008 joint partnership between UDOT and UOT, the state will replace the outmoded Olympic-themed messaging with the updated "Life Elevated" design scheme. UOT staff and Struck Design have contracted with local artist David Meikle to create seven unique illustrations that evoke a nostalgic era of motor travel while promoting Utah's stunning regional iconic imagery. Look for them soon at an in-road near you.

see WELCOME SIGNS, page 2 >>

## INSIDE

### UOT Announces \$3.2M Ad Buy

Markets include Los Angeles, Phoenix, Denver, National Cable

### 2008 Travel Guide Hits Shelves

Nation's #1 State Travel Guide better than ever in '08

### Utah Kiosks "Touch" On 14 Languages

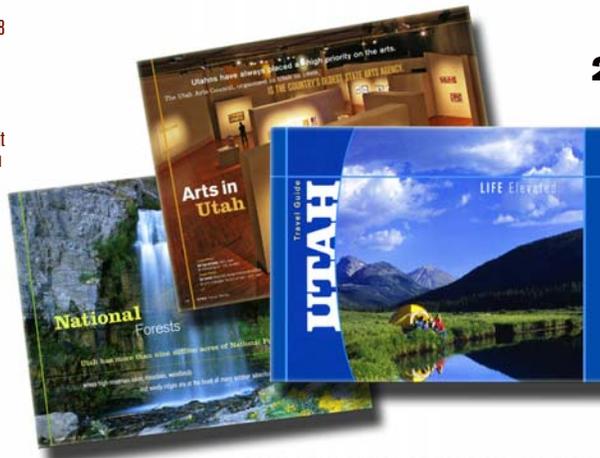
Touch-screen info stations debut at Go-West Summit in Colorado-coming soon to an info center near you

### "Welcome to Utah" Signs Go Regional

UOT & UDOT prepare for new welcome signs at state entry points

### Utah Capitol Reopens With \$220M Facelift

Original vision is finally realized. Seismic & technology improvements state-of-the-art



## 2008 Travel Guide is Here

Nation's #1 travel guide more extensive than ever before!

The travel guide garnering the top spot as America's best state travel publication is better than ever for '08.

From Biking to Ballet, 200,000 printed copies will be available at information centers and by mail, being Utah's primary response piece to its integrated ad campaign.



**JON M. HUNTSMAN, JR.**  
Governor

**GARY R. HERBERT**  
Lieutenant Governor

**JASON P. PERRY**  
Executive Director

### Utah Office of Tourism

**LEIGH VON DER ESCH**  
Managing Director

**TRACIE GAYFORD**  
Deputy Director

**DAVID M. WILLIAMS**  
Deputy Director

**CHAD DAVIS**  
Newsletter Editor/Design

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800-200-1160

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[travel.utah.gov](http://travel.utah.gov)

### Utah Board of Tourism Development

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Board Chairman

**COLIN FRYER**  
Vice Chairman

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**FRANK JONES**

**GEORGIANNA KNUDSEN**

**STEVE LINDBERG**

**BILL MALONE**

**JEFF ROBBINS**

>> **KIOSKS**



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Users access the multi-lingual functionality by touching virtual keys that convert the LCD keyboard into the characters of their respective language. Internet content is translated into 13 language offerings including English, French, German, Spanish, Italian, Portuguese, Dutch, Russian, Greek, Japanese, Korean and Simplified and Traditional Chinese. Also, the Internet functionality will be extended to provide WI-FI wireless Internet at our welcome centers.

"This represents a totally new way for

visitors to access travel information, and at the same time for us to communicate the right impression that Utah is very 21st Century," remarked Chad Davis, project manager and state welcome center coordinator.

Upon making their debut at the Go West Summit in Colorado Springs, comments of "cool," "awesome," and "really impressive" were overheard by our Utah delegation.

The agency that produced the kiosks has accounts around the country, with extensive placement at Las Vegas attractions, and now Utah.

**TIA CEO To Headline '08 Utah Tourism Conference**



Roger Dow, TIA

The Utah Office of Tourism, in cooperation with the Utah Travel Industry Coalition, is pleased to have Roger Dow, President and Chief Executive Officer of the Travel Industry Association (TIA), headlining this year's tourism conference at the Salt Lake City Center Hilton May 12-14. Dow, a former senior vice-president for Marriott International, has served in his present position since January 1, 2005.

Online registration is now open, as well as nominations for the Utah Tourism Hall of Fame Awards that will be presented at the closing luncheon.

Individual conference registration is \$175, two for \$150 per person. For conference information and registration, visit [www.utahtourism.org](http://www.utahtourism.org) or call UTIC at (435) 425-3997 or the Utah Office of Tourism at (801) 538-1900.

>> **WELCOME SIGNS**

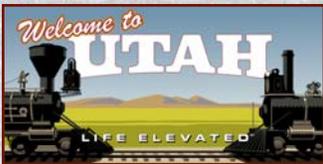
**Project At A Glance**

- > Partnership of GOED/UOT & UDOT
- > Total of 29 signs statewide
- > 13 large @ 10' x 20' / 16 small @ 6' x 12'
- > Cost to UDOT/UOT: ~\$300,000

for project details, contact Chad Davis, [chaddavis@utah.gov](mailto:chaddavis@utah.gov)

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**Regionally Identifiable Messaging**



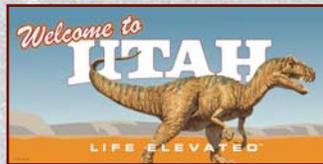
Golden Spike



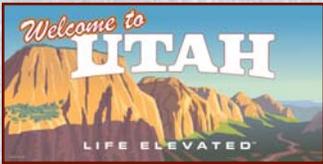
Skier



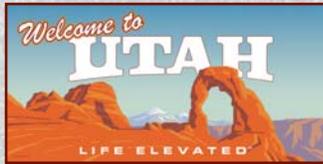
Wasatch



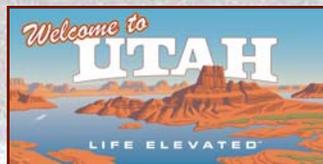
Dinosaur



Zion



Arches



Lake Powell



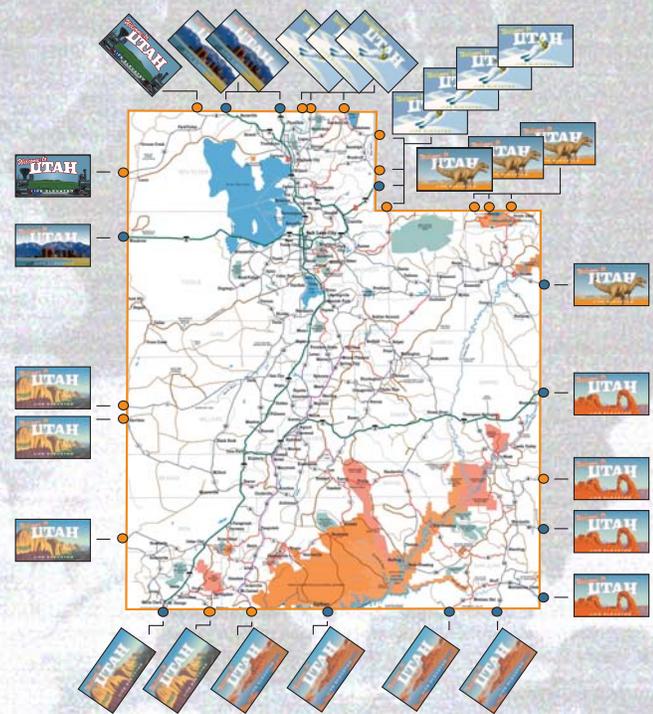
**Old Design**

Existing signage is outdated six years after the Olympics. Travelers are unable to distinguish that this is a "Welcome to Utah" sign due to fading and text illegibility. Updated design features "Life Elevated" branding and exaggerates "UTAH" text for highest recognition at 70 MPH.

Example of real-world scheme placement at the St. George Welcome Center storefront at the Dixie Center



**Statewide Distribution Plan**



**Utah News Clips**

- CNN.com** *Taking the Kids: Family Fun on the Slopes.* This national web feature showed that Park City offers a variety of choices for family ski vacations.
- Deseret Morning News** *UOT Lowers Price of Calendar.* The Utah Office of Tourism is now selling the 2008 Scenic Calendar for \$5.
- SL Tribune** *Weak Dollar a Gold Mine: Foreign Visitors Like to Travel Here, as Their Money Goes a Long Way.* This feature explored the rise of international tourism in Utah, due to the fall of the dollar.
- Outdoorphotographer.com** *Frans Lanting Takes to the Skies to Give a Different Look to Canyonlands.* The many landscapes of Canyonlands National Park are depicted in stunning color photography.
- Orlando Sentinel** *Angels Landing a Heavenly View.* A first hand account of one of the most famous viewpoints in the state, explores the thrills of the trail and the award that awaits one at the end.
- USA Today** *Stein Eriksen Earns Five-Star Rating.* The prestigious Mobil Five-Star Rating is awarded to Deer Valley's world-renowned lodge.
- National Geographic Adventure Magazine** *Cover Story: Secrets of the Southwest.* A stunning, huge feature on the arches of Southeastern Utah. Arches, Canyonlands, San Juan County, and the Four Corners regions are all featured.
- TravelAge West** *Hot Deals, Cold Weather; Utah Skiing.* An in-depth profile of Utah's ski resorts and Utah's Greatest Snow on Earth®.
- Gala** (German): *Feature Story on Sundance and Skiing.*
- Motorrad News** (German): *Feature on Motorcycling the National Parks.*
- Welt Am Sonntag** (German): *Top five things to do in 2008: Bobsled at the Utah Olympic Park.*
- Optimum** (French): *Sundance Resort profiled including the ski resort, lodges, and restaurants.*

>>continued from 1

"Tourism is an important element of the governor's economic plan," said Jason Pery, executive director of the Governor's Office of Economic Development. "The Tourism Marketing Performance Fund, approved by lawmakers to promote the state, has allowed us to open up new markets for visitors to Utah."

The Utah Office of Tourism's "baggage claim" spot, created by Struck Advertising, will air on nine cable channels for six weeks, beginning in March. The channels include: MSNBC, Travel Channel, Bravo, Discovery Channel, HGTV, A & E, History Channel,

## >> AIRWAYS

FSN, and National Geographic Channel. The spots will also run on local stations in Denver, Phoenix, and Los Angeles through August.

"Based on the response that we received last year, we are expecting to receive thousands of calls and e-mails requesting travel guides when the ads hit," said Dave Williams, deputy director of advertising and marketing for the Utah Office of Tourism. "The TV local markets were targeted based on our market research."

Magazines selected include Sunset,

Condé Nast Traveler, Outside, National Geographic Traveler and Backpacker. The print ads will run from April through August.

Interactive ads will appear on websites including American Park Network, Yellowstonepark, Youtube, Gorp and BackPacker.com.

The advertising buy, estimated to generate 210 million impressions, was approved by the Board of Tourism Development during its February meeting held in Ogden.



Screen capture of Utah "Baggage Claim" TV ad

## UOT Welcomes New Travel Trade Specialist

The Utah Office of Tourism is pleased to welcome Dominic Brown, newly appointed travel trade representative, who will be working with Patti Denny in FAM tour and travel trade development.

Having been a big fan of Utah for years from across the pond in Britain, Dominic is a "keen outdoor enthusiast," hence the move from his native London! He is looking forward to Utah's opportunities for skiing, fly-fishing, hiking, and maybe some rock climbing if he can get back to his climbing weight!

Dominic is quick to point out the many reasons he and his wife Michelle decided on a move 4,800 miles away from family and friends back home in Britain.

"I'm delighted to have made the move to Utah and am excited about the enormous potential for the state, both in terms of its own growth and the increased recognition abroad that Utah is an unbeatable destination waiting to be discovered."

Dominic has worked in Europe as Senior Sales Manager UK & Ireland for

Concorde Hotels and Resorts, MICE Sales Manager UK & Ireland for Maritim Hotels and UK Sales Manager for Marketplaces, a firm representing DMC's (Receptives) in Mauritius, Seychelles, Kenya, Morocco and Malta. Additionally, Dominic has run large conferences and incentives abroad for blue chip companies such as Cap Gemini Ernst & Young, PriceWaterhouseCoopers, Novartis & GlaxoSmithKline.



Dominic Brown

### \*Excerpts, Utah Capitol Preservation Board

For nearly a century, the Utah State Capitol has served the people of the state as the seat of all three branches of government and numerous state agencies. The Capitol was designed by Utah architect Richard K.A. Kletting in 1912 and originally completed in 1916.

In the fall of 2004, the most extensive and comprehensive reconstruction and renovation plans began. The Capitol is an engineering achievement, with millions of pounds of concrete carefully shifted to new foundations and devices called base isolators protecting the building and its occupants from severe earthquake damage. In addition, artwork, fixtures and furnishings were acquired, conserved and created; new service buildings and landscaping were added; and the most up-to-date technology installed.

The re-dedication ceremony was held on Statehood Day, Friday January 4, 2008, and was headlined by Governor Jon M. and First Lady Mary Kaye Huntsman, Senate President John Valentine, House Speaker Greg Curtis, Chief Justice Christine Durham and Architect

## Utah State Capitol Reopens After Four Year Renovation

of the Capitol, David Hart. The Mormon Tabernacle and other area choirs, along with the 23rd Army Band provided music; while dignitaries in attendance included US Senators and Congressmen; and LDS Church President Gordon B. Hinckley, formally rededicating the building in an emotional public appearance that was to be his last.

"Time and again we host visitors who tell us it is a lifelong goal to visit every capitol building in the US," commented Leigh von der Esch, managing director of UOT. "How fortunate we are to have a building that is widely regarded as our nation's finest and most beautiful, and to have it restored to the vision of its original architects. This reopening is a welcome sight in that, once again, we have our major tourist destination back up on Capitol Hill."

New capitol services include hourly and guided docent student tours, the capitol store and the capitol cafeteria open 7-2.

**Info:** 801-538-1800 or [capitol tours@utah.gov](mailto:capitol tours@utah.gov)

**Hours:** M-F, 8a-8p / Sat-Sun, 8a-5p

**Web:** [www.utahstatecapitol.utah.gov](http://www.utahstatecapitol.utah.gov)



Courtesy Utah State History, Shifler Collection



Tom Smart, Deseret News



Courtesy Utah Capitol Preservation Board

Clockwise from top: 1913 photo of the original capitol construction; one of 265 seismic base-isolators is installed into place; fireworks cap off the re-dedication ceremony 95 years later

## UOT EVENTS CALENDAR

2/15 to 3/2	Sales Mission to Japan	3/3-6	Ability Awareness	5/3-9	Japanese Grand Circle Fam
2/18-21	Historical Ski Tour	3/5-10	ITB Berlin	5/28-6/1	Southern Utah Pow Wow Fam - International
2/24-3/4	Australian Ski Writer Visits Park City	3/10-14	Paris Blitz	5/29-6/1	Northern Utah Pow Wow Fam - International
2/26-3/5	Most Beautiful Villages & Towns of the Southwest Visit	3/13-16	Fellow Travel of Japan Investigates Utah Ski Product	5/31 - 6/4	Pow Wow Las Vegas
2/27 - 3/5	British Military Publication - Snow & Ice - Visits Utah	3/14-25	German Wire Service Samples Utah Winter Fun	May	Norbert Hien to Tour State in RV
2/29-3/5	UK Media Group - Eats, Chutes & Leaps in Utah	3/17-20	Learn to Ski	4/17-22	UK Media Group Visit: Outdoor Adventure in the South
March TBD	French Media Group for Spring in the National Parks	3/17-21	Sales Mission to New York	6/7-8	Sunset Consumer Show
3/2-4	Lyon - French Consumer Show	3/29-30	Adventures in Travel Expo - Washington D.C.	July	Chinese Yellowstone/Top of Utah Fam
3/2-7	Ski Salt Lake Shootout	4/19	Las Vegas Japanese Sales Mission	9/6-14	German Sales Mission



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February 2008 Newsletter of the Utah Office of Tourism

### Cooperative Marketing Program Accepting Applications Round 6 Funding Awards Contingent On Legislative Funding

The Round 6 deadline for applying for Cooperative Marketing money is Friday, June 27, 2008. Pending anticipated legislative funding, the program will have \$3 million available for statewide distribution to suitable regional marketing efforts. The initiative provides matching money to eligible tourism partners for approved out-of-state marketing projects.

Those eligible for funding include cities, counties, non-profit destination marketing organizations (DMOs) and similar public entities that have been established as non-profits for a minimum of one year. For application and additional information please visit our website at [travel.utah.gov](http://travel.utah.gov) (click on the "Cooperative Marketing" tab) or contact Kelly Day at 801-538-1727.

### New Winter Rec Websites Do You Know Where...

Access to winter recreation just got easier with the launch of two new websites showcasing Utah's yurt and snowshoeing adventure options. Have fun!

[www.yurtsofutah.com](http://www.yurtsofutah.com) / [www.snowshoeutah.com](http://www.snowshoeutah.com)



Viking Yurt at The Canyons



Photo: Jerry Sintz

### Utah Tourism Industry Loses A Good Friend

The Utah Office of Tourism and Board of Tourism Development mourn the sudden passing of Bob Syrett, 63, a longtime member of the board representing Garfield, Kane, Wayne, Piute and San Juan counties. Bob and his brothers are third-generation owners of Ruby's Inn at Bryce Canyon, having inherited the resort from their grandfather, Reuben "Ruby" Syrett.

Staff and fellow board members remember Bob as dedicated, friendly, soft-spoken, unassuming and funny. He will be greatly missed and our heartfelt condolences go out to the Syrett family.



Bob Syrett

### Scenic Byway Funding '08

#### Funded

Scenic Byway 12 - Corridor Management Plan Implementation Year 5 = \$25,000

Trail of the Ancients - Corridor Management Plan Implementation, Year 2 = \$25,000

Logan Canyon Corridor Management Plan Implementation Year 3 = \$25,000

Scenic Byway 12 Interpretive Wayside Panels Fabrication and Installation - Phase 1 = \$71,998

Moose Pond Byway Facility Improvement = \$60,000

Cannonville Gateway Improvement = \$20,000

Escalante Mohr Christensen Park - Phase 1 = \$14,080

Nations of the Native West, Phase 1 = \$8,800

Flaming Gorge Dam Point Trail Improvement = \$96,000

**Total of nine Utah projects = \$345,878**

#### Partially Funded

Nations of the Native West Phase I = \$8,800

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[chaddavis@utah.gov](mailto:chaddavis@utah.gov)

Answer: The Neals Bormson House, originally constructed in 1864, is part of the newly-designated National Mormon Pioneer Heritage Area. One of the many sites along Utah Heritage Hwy 89, it is part of the Spring City Historical District.